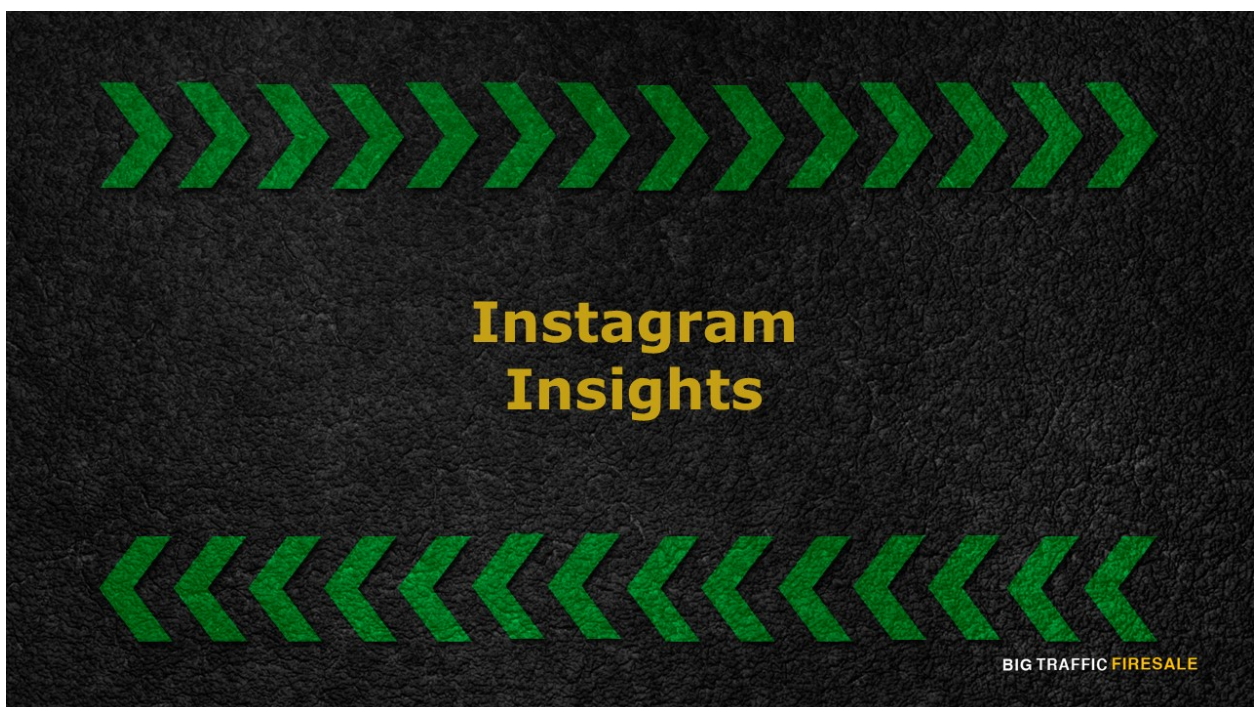


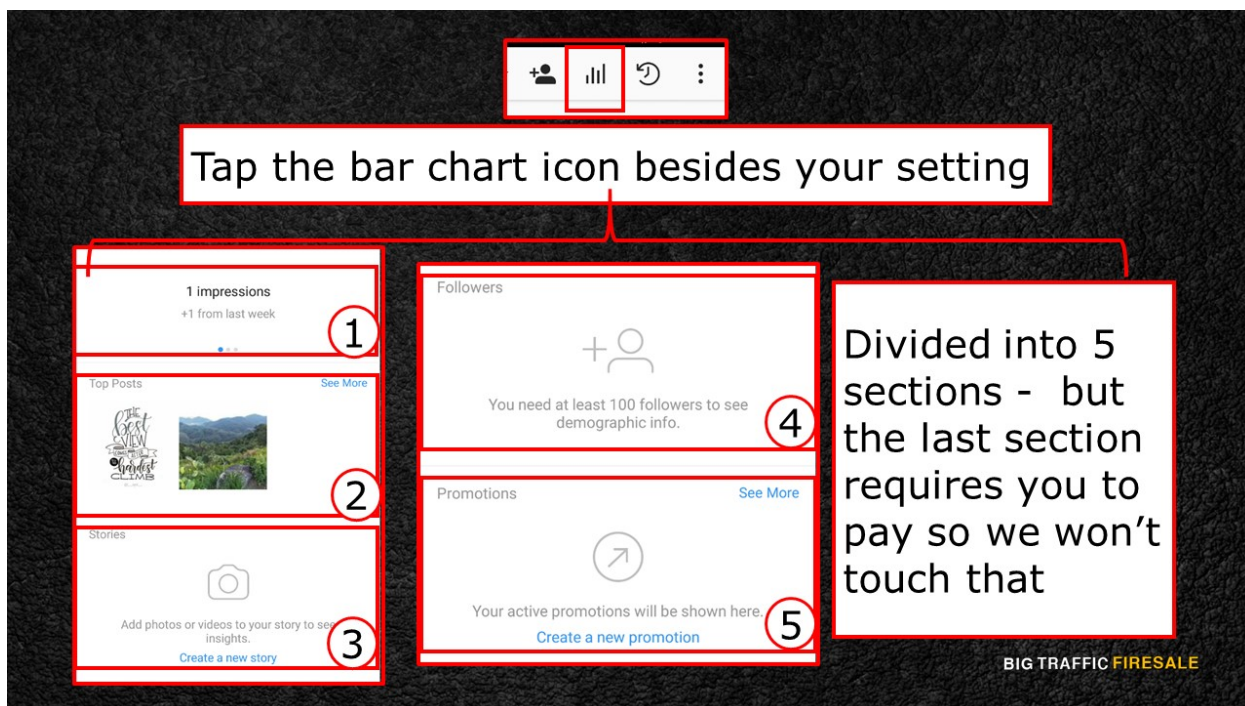
10-2 - Instagram User On The Go (Part 2)



S1: This is Part 2 of becoming an Instagram User On The Go!



S2: Your next step is navigating and learning Instagram Insights.



S3: Go to your profile page and tap the bar chart icon besides your setting icon. It will appear blank if you do not have any posts yet. Considering you have posted a few photos, the information will appear.

This page is divided into 5 sections, however last section requires you to pay to promote thus, we will not touch upon that.

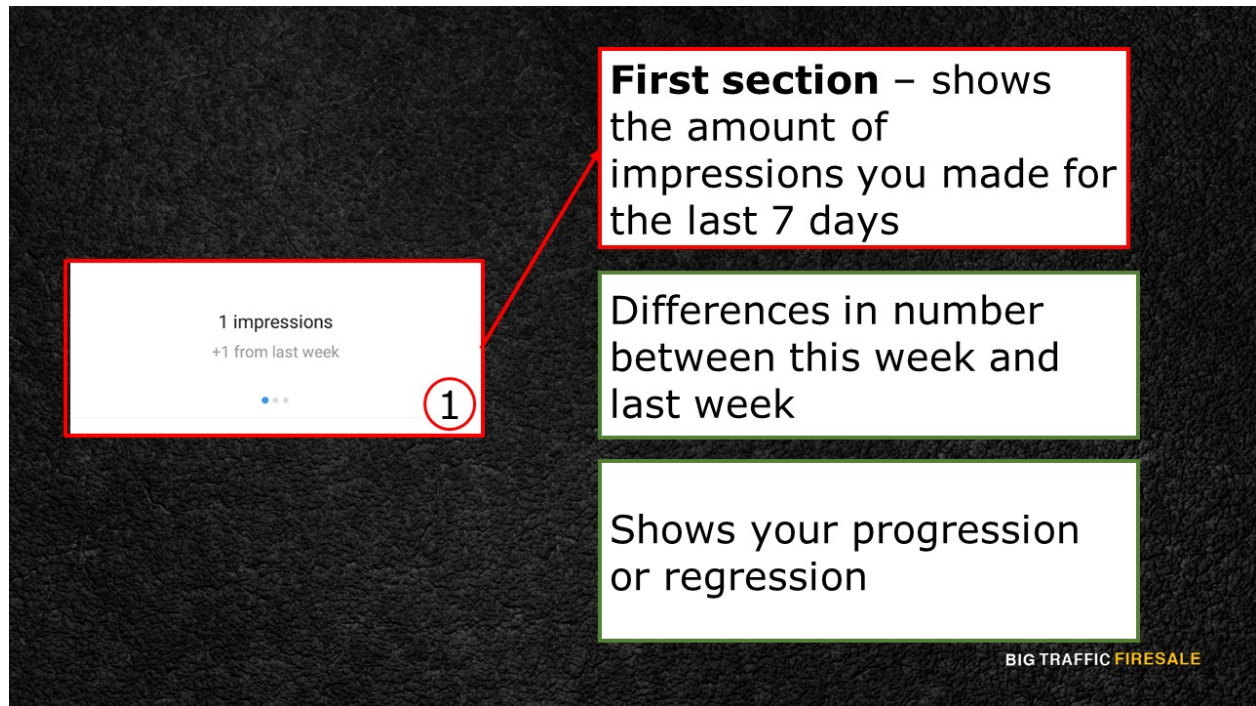
But First – 3 Key Points to Instagram Insights

- ▶ Firstly, 'Impression' is the total number of times all your post has been seen.
- ▶ Next is 'Reach' which is the number of unique accounts that have seen your posts.
- ▶ Then you will have 'Profile Views' and eventually 'Followers'.

BIG TRAFFIC FIRESALE

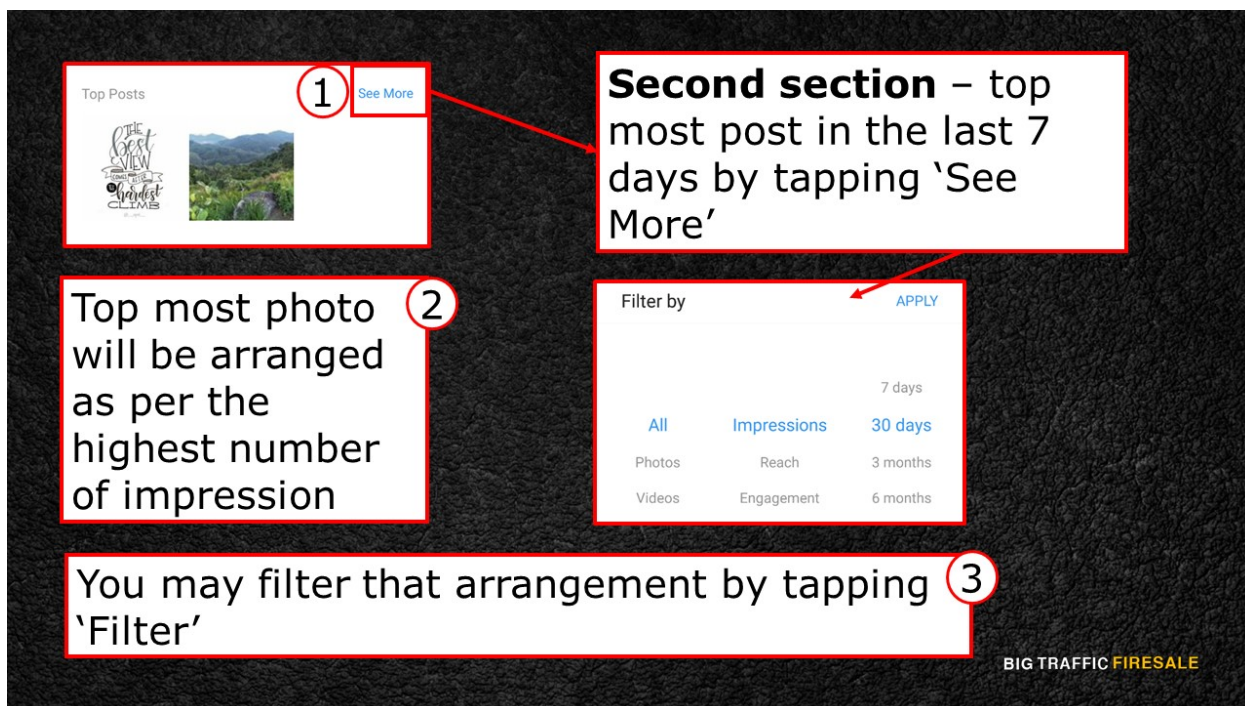
S4: Before going through these sections, there are three key points to Insights.

Firstly, 'Impression' is the total number of times all your post has been seen. Next is 'Reach' which is the number of unique accounts that have seen your posts. Then you will have 'Profile Views' and eventually 'Followers'.



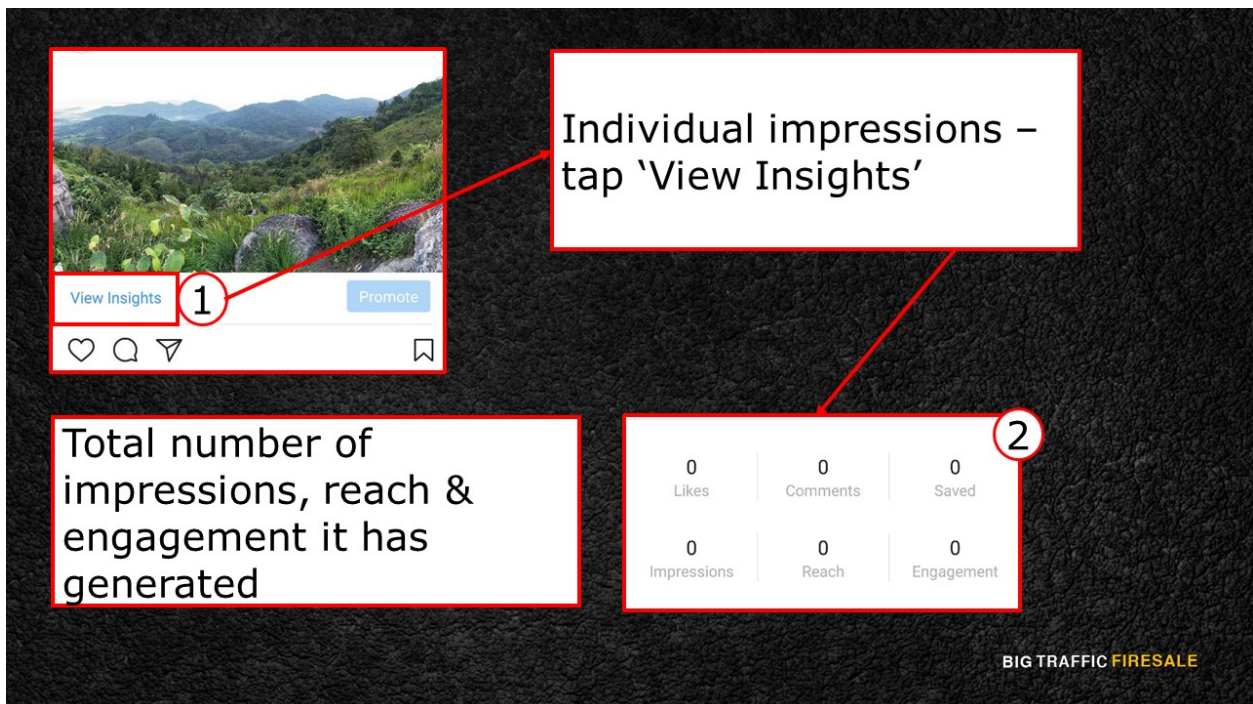
S5: Now, the first section is at the top of the screen. It will show you how many impressions you made for the last 7 days, and the differences in number between this week and the last week before.

These numbers are basic information on whether you are progressing or regressing that week.

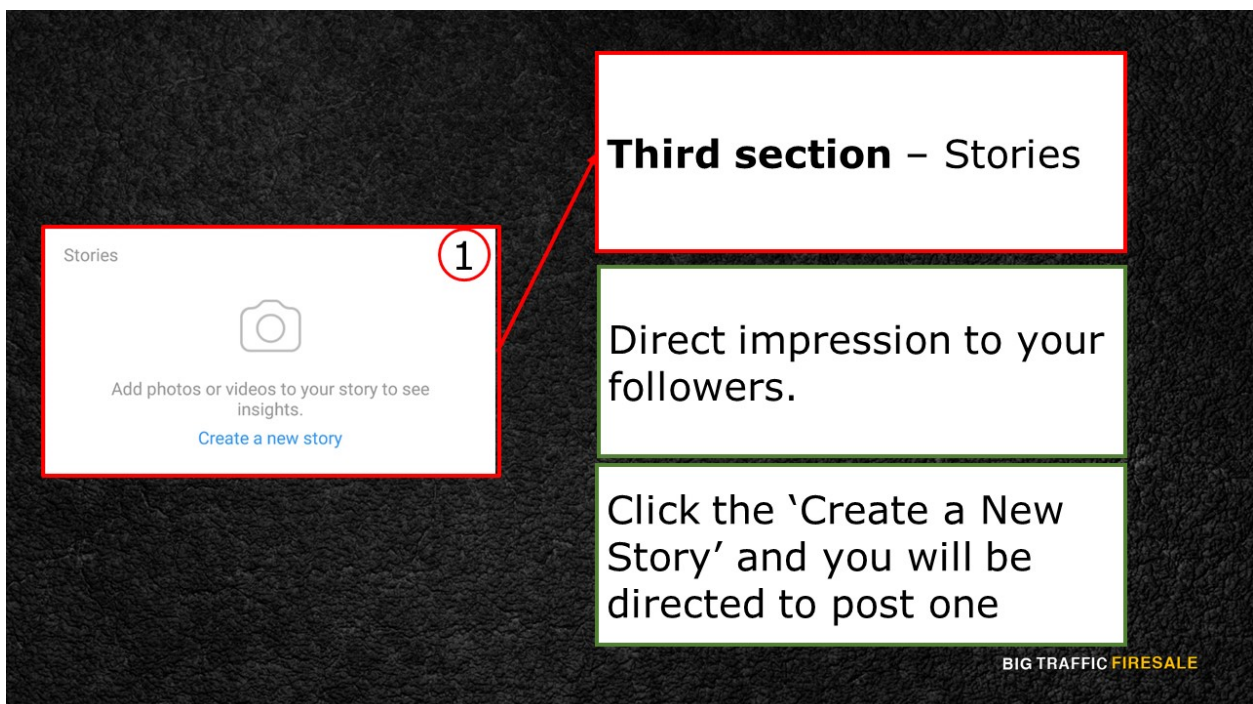


S6: The second section provides you with the top most post in the last 7 days. You may tap the 'See More' icon and be directed to the most popular post you had over the last 7 days.

At default, the top most photos will be arranged as per the highest number of impressions. You may, of course, filter that arrangement by sliding up the 'Filter' option.

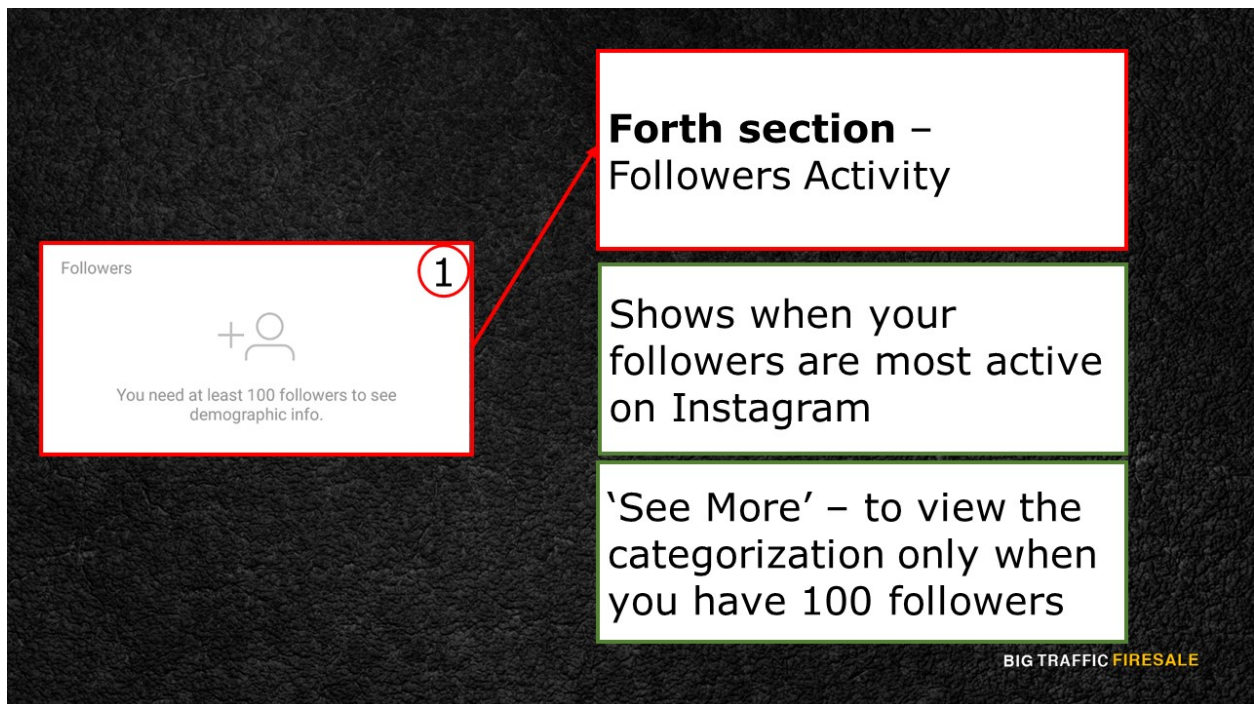


S7: You can even see individual impressions made by the individual post you have. Simply tap on any of the photo you want to view and tap 'View insights' underneath the post. Here, you have the total number of impressions, reach and engagement your post has generated.



S8: The third section is the 'Stories'. Creating stories allow you to have a direct

impression to your followers. Click the 'Create a New Story' and you will be directed to post one.



S9: The last section is the 'Followers Activity'. This bar chart shows when your followers are most active on Instagram. You can even tap 'See More' icon to view the categorization.

You have information of your followers' gender, age and even location. Plus, you have a bar chart of probability on when your users are most likely to log in, hourly and of course daily.

What Comes Of This?

- ▶ If you've posted several posts already, it is time to evaluate the information you've garnered using Insights
- ▶ Study your viewers based on your target audience and the actual impressed audience
- ▶ From there, connect the dots between them and the post

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S10: So, what comes after all this information?

If you've posted several posts already, it is time to evaluate the information you've garnered using Insights. Study your viewers based on your target audience and the actual impressed audience. From there, connect the dots between them and the post.